



**INTERNATIONAL DATA CORPORATION**

83-465

November 7, 1983

Harry Fitzwater, Depty Dir Admin  
US CIA  
Washington DC 20505

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Dear Sir:

As a sponsor of previous IDC multi-client studies, or of other IDC programs, I thought that you would want to know more about two recently completed reports, and our next study.

-- INTERNATIONAL MARKETING contains profiles of more than 3,600 International ISO's (Independent Sales Organizations - Distributors, Dealers, Etc.). For many data is provided on revenues, product lines, number units shipped, and new products desired.

It also profiles the international operations of more than 500 manufacturers/vendors, both U.S. and foreign firms. Information on international revenues, top markets and planned expansion is included.

-- LOW-COST PERIPHERALS, just sent to charter sponsors, looks at the product lines, pricing, and clients of more than 300 vendors of peripherals (Storage/Output/Input/Display) for personal, portable and home computers as well as workstations/terminals. It also reviews the configurations of systems offered by more than 250 firms (including 75 from outside the U.S.) which incorporate these and other peripherals. The study analyzes the results of an end user survey as well as interviews with IBM PC users.

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-- PRICING, IDC's next multi-client study, will address a wide range of topics: International Pricing, Increases-Decreases, Purchase/Lease/Rental Ratios, Discounts (OEM, Dealer, Educational, Quantity), Maintenance Pricing, and others. Charter sponsors can help direct research for this important new study.

To order any of these studies, or request more information, just return the enclosed form. Please note that IDC clients and charter sponsors are entitled to a substantial discount. (If someone else in your organization may have an interest in one of these studies, please pass this letter along). We look forward to your participation.

Regards,



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IDC'S MULTI-CLIENT STUDIESRECENT CLIENTS (Partial List 10/83)

L = Low-Cost Peripherals

I = International Marketing

A = Acquisitions/New Ventures

AES DATA (L)	GENERAL AUTOMATION (I)	NIXDORF (L)
ALPHA MICRO (I)	GEVEKE (A)	OLIVETTI (L/A)
ALTOS (I)	GRAHAM MAGNETICS (I)	PERFECT SOFTWARE (I)
ANADIX (L)	HONEYWELL (A)	PHILIPS (A)
BELL LABS (I)	IBM (L/I)	PLEXUS (I)
BOEING COMPUTER (I)	ICL (I)	PRIME (I)
CIPHER DATA (L)	ILLINOIS TOOL (I)	PROTOCOL (A)
COMPAQ (I)	IOMEGA (I)	RAIR (I)
COMPUTER CONSOLES (I/A)	IRISH DEVELOPMENT (I/A)	SCOTTISH DEVELOPMENT (L/I)
CDC (I)	C. ITOH (I)	TI (I)
CPT (L/I)	JAMES CAPEL (A)	THORN EMI (A)
DATAPRODUCTS (I)	LITTON/MONROE (I)	T-A/PERTEC (A)
DEC (I)	MARTIN MARIETTA (A)	TRW DATACOM (I)
EMULEX (I)	MATIER (A)	TYCOM (I)
EUROIMPORT TRADING (I)	MB INTERNATIONAL (I)	WANG (I)
FERRANTI (A)	MCAUTO (A)	WESTERN UNION (A)
FORTUNE SYSTEMS (I)	MEAD (A)	WILSON JONES (I/A)
FUJITSU (I)	NCR (I)	
GAVILAN (I)	NEWBURY DATA (I)	

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INTERNATIONAL DATA CORPORATION  
FIVE SPEEN STREET  
FRAMINGHAM, MA 01701  
(617) 872-8200 □ TELEX 95-1168

Please enter my order for the following IDC Multi-Client Study.

	PRICING	LOW-COST PERIPHERALS	INTERNATIONAL MARKETING
CHARTER*	[ ] \$2000		
SMALL COMPANY**	[ ] \$2400	[ ] \$2400	[ ] \$2500
IDC CLIENT***	[ ] \$2400	[ ] \$2400	[ ] \$2500
REGULAR	[ ] \$3000	[ ] \$3000	[ ] \$3000
INFO ONLY	[ ]	[ ]	[ ]

\* Until February 1, 1984 - 50% Billed on Authorization

\*\* Under \$50 Million

\*\*\* Includes Past Multi-Client Studies

- 1) The Purchaser warrants that the information purchased will be used only within the Corporate structure of the Purchaser and will not be disclosed to any other organization.
- 2) Sponsorship includes one copy of the study. Additional copies are available at 5% of the sponsorship fee, and must be ordered by the person making the original Authorization.
- 3) International Data Corporation warrants to the Purchaser that the data is the original product of IDC and that it has the unrestricted right to sell the same to the Purchaser.

Check Enclosed ( ) or P.O. Number \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone ( ) \_\_\_\_\_

IDC ACKNOWLEDGEMENT:

\_\_\_\_\_  
Authorized Signature/Date

\_\_\_\_\_  
Authorized Signature/Date